

WÜRTH MARKETPLACE

THE NEXT STEP IN THE E-BUSINESS EVOLUTION

IT Days Europe 2023

GIULIA KUZNIK - Product Owner Marketplace

RAINER HOFMANN - Enterprise Architect & Technical Lead Marketplace



WÜRTH MARKETPLACE
DEVELOPING E-BUSINESS TOGETHER

◀ HOW DID E-BUSINESS EVOLVE OVER THE YEARS? ▶





WE SEE FOUR MAJOR STEPS IN THE E-BUSINESS EVOLUTION @ WÜRTH

2010	2014	2021	2023
<p>#SETTHEBASE</p> <ul style="list-style-type: none">▪ First three countries report E-Business sales▪ Different local shop systems across Europe▪ Central IT infrastructure in preparation	<p>#INTERNATIONALIZATION</p> <ul style="list-style-type: none">▪ From 3 to 20 – E-Business goes international▪ 11 out of these 20 companies use the Würth Online Shop based on Intershop▪ Internationally, first time more than 1 Bn. EUR sales	<p>#E-BUSINESSBOOST</p> <ul style="list-style-type: none">▪ Dynamizing and staffing up the countries across the globe▪ Focus on potential▪ Setup of competence centers for SEM & E-Procurement▪ International approach in digital marketing activities	<p>#MARKETPLACE</p> <ul style="list-style-type: none">▪ Setup of new E-Business infrastructure based on SAP CX stack▪ Extension of the E-Business channel through marketplace functionalities & marketplace engine (Mirakl)▪ Transformation project of core IT processes

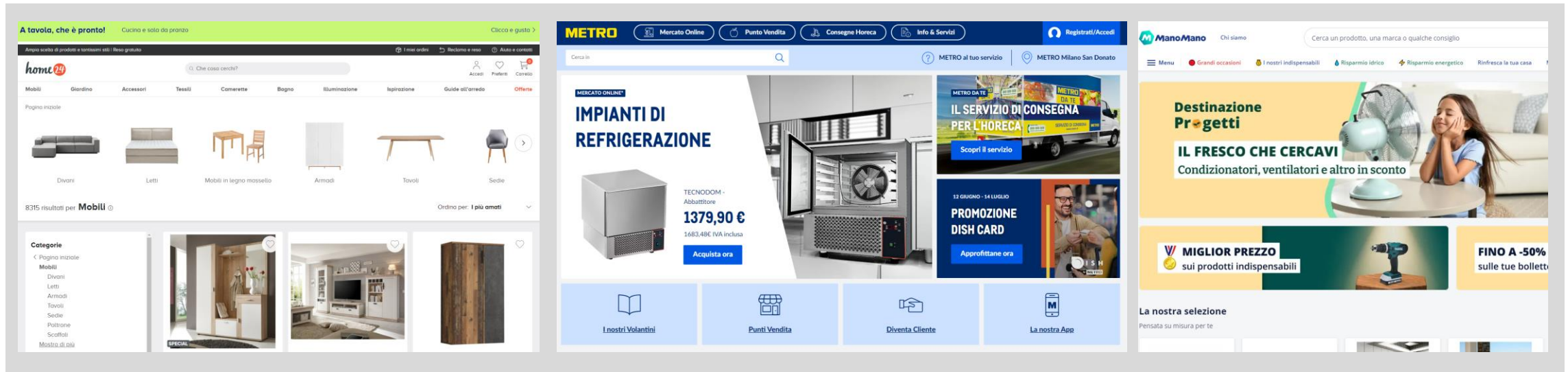


BUT NOW LET'S HAVE A CLOSER LOOK



MARKETPLACES ...

... bring together customers and suppliers on one digital platform. Customers have the possibility to purchase everything they need through one channel. B2B marketplaces focus mainly on the reduction of process costs for the customer.





THE WÜRTH MARKETPLACE BUSINESS MODEL AT A GLANCE

THE WÜRTH GROUP AS RELEVANT MARKETPLACE PLAYER

- Huge product range throughout the Würth Group
- Extension of current product range through related assortments
- Extension of the customer base per company



OUR VISION

- Our vision is to fulfill the need of the B2B buyers and offer them a **CONVENIENT PLATFORM**, where they can purchase all their C-parts within one digital platform
- We want to setup the next generation of E-Business platform as fundamental pillar of our **OMNICHANNEL** business model

MARKETPLACE AS SUCCESS FACTOR FOR FUTURE GROWTH



Increase in digital shopping carts

- Due to the higher variety of products and the expansion of the product range



Increase in buying frequency

- Due to a representation of several suppliers on one platform, the customers can cover all their needs on one platform



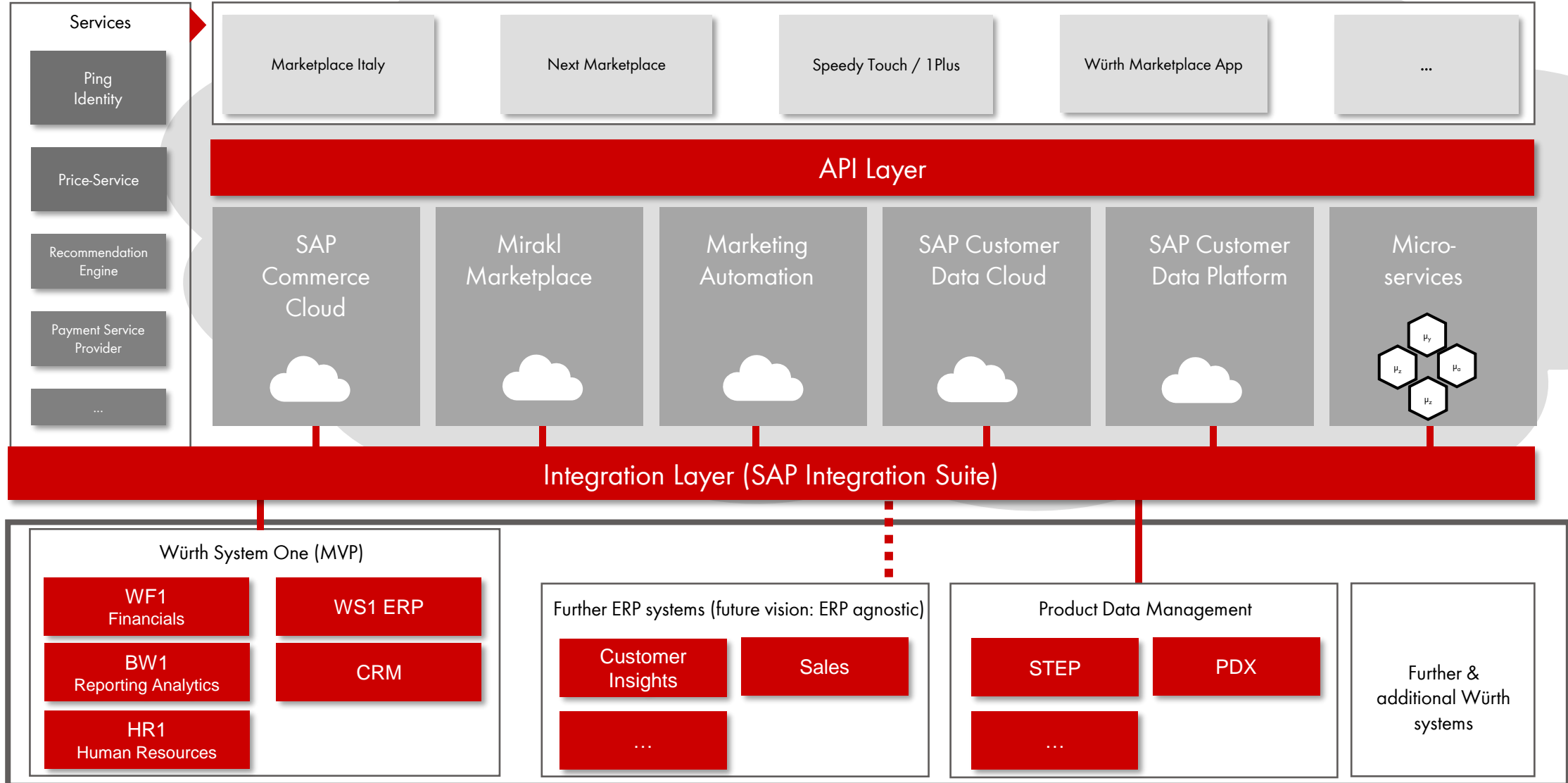
Connecting Würth Group customers within the Würth companies



Creation of future revenue streams for group companies as marketplace providers

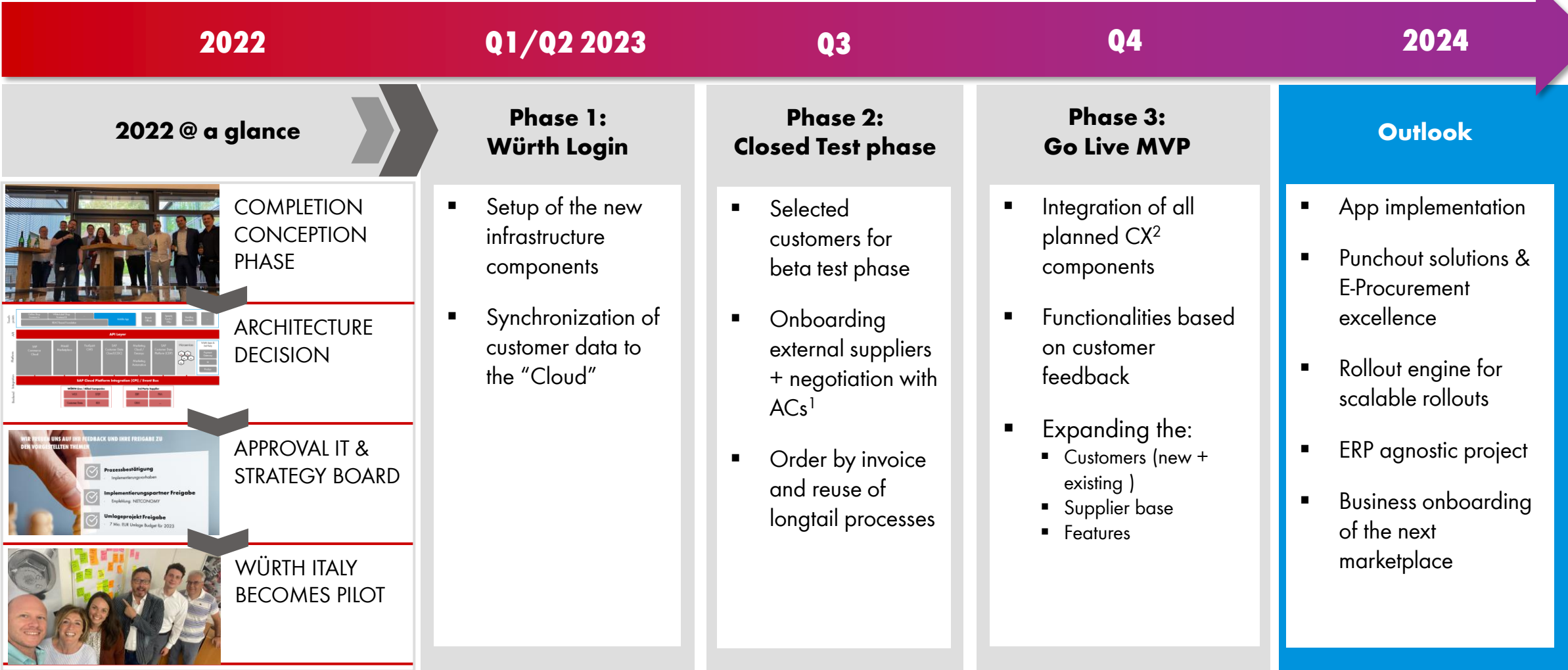


THE NEW INFRASTRUCTURE IS MORE THAN "JUST" E-BUSINESS BUT A HOLISTIC IT TRANSFORMATION





OUR ROADMAP TOWARDS MARKETPLACE MVP GO LIVE





SYSTEM DEMO



**LET'S HAVE A
LOOK AT IT**

◀ WHAT CAN YOU ALREADY DO TODAY? ▶

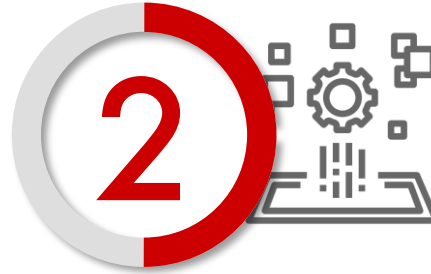




MARKETPLACE TRANSFORMATION ARE YOU READY?



#MasterTheMarket



#EmpowerThePlatform

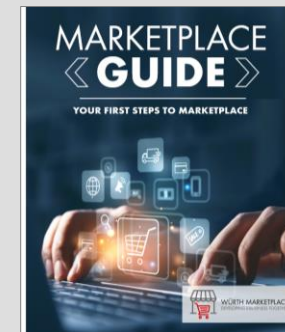


#SpeedSupplierSuccess



#ElevateCX

Get the full insights into the marketplace transformation in our new "Marketplace Guide"





YOU WANT TO KNOW MORE?

Visit us and book your
MARKETPLACE
STRATEGY SESSION
at the E-Business booth!



**THANK YOU FOR HAVING US – WE ARE LOOKING FORWARD TO THIS
EXCITING JOURNEY TOGETHER WITH YOU!**



Giulia Kuznik

B2B E-Business | Digital Strategy | Marketplace
and Platform technology | PhD Student | Social...



Product Owner Marketplace

Giulia.Kuznik@wuerth-it.com



Rainer Hofmann

Abteilungsleiter
Softwareentwicklung E-Busi...



Enterprise Architect & Technical Lead

Rainer.Hofmann@wuerth-it.com

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